

**REMARKS**The 35 USC 103(a) rejection of Bowers in view of Otto

In light of the present amendments to claims 1 and 14, this ground of rejection is respectfully traversed.

Bowers discloses an exit security system which reads RFID labels on items, identifies whether the items are sold by a store from a database, and identifies items for sale that have not been purchased.

Otto discloses a price file.

With respect to claim 1, Bowers and Otto fail to disclose storing the item identification information for each read RFID label associated with the item for sale in a transaction record of the shopper; and

ignoring the read identification information of any read RFID labels determined to be in the transaction record and thereafter ignoring the read identification information of any remaining read RFID labels determined not to be associated with an item for sale as being associated with personal items brought into the store by the shopper.

With respect to claim 14, Bowers and Otto fail to disclose

memory for storing the item identification information for each read RFID label associated with the item for sale during a transaction in a transaction record of the shopper;

...

computer for ... ignoring the read identification information of any read RFID labels determined to be in the transaction record and thereafter ignoring the read identification information of any remaining read RFID labels determined not to be associated with an item for sale as being associated with personal items brought into the store by the shopper.

Applicant respectfully requests that the pending claims be allowed.

Respectfully submitted,



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